

FSC-108-A		6/17/96	
SUBJECT: 1996 September Partners Promotions-			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input type="checkbox"/> ELM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> Reg. Mil./DF Mgr.	<input type="checkbox"/> MIL	
<input checked="" type="checkbox"/> ROM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> DF	
		<input type="checkbox"/> REP	

Attached is the schedule of events and procedures to handle the September DORAL B2G1F and WINSTON B2G2F Partners promotions. Regions working the promotions are:

Regions	September DORAL B2G1F 601270	September WINSTON B2G2F 601298
2100, 2200, 2600, 2900 5800		X
1100, 1200, 1300, 1600, 1700, 1800, 2300, 5100, 5400, 5600, 6200, 6300, 6600, 6700, 6900	X	

Key Points

- Remember to transfer allocations for both the DORAL and WINSTON promotion if your wholesaler is servicing retail accounts outside your region that may be working a different promotion.
- Allocations for both promotions will be available for viewing in BPE on Tuesday, June 25. Your regional allocations will be increased by a percentage amount to minimize case shortages that occur due to rounding at the wholesale level. If you have remaining allocations after the transfer process, you may assign the additional SKUs to Partners retail accounts in the VAP or generic templates. (Additional SKUs will not be debited on the retail accrual statements.)

It is important that each ROM review the attached schedule and procedures for the September promotions with the appropriate ROU Coordinator(s).

Program Contacts: Bill Duffy, extension #5776
Theresa Coleman, extension #3715
Dick Luongo, extension #6110
Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

Attachments

51861 7430

September 1996 Partners Schedule

DORAL B2G1F (601270) and WINSTON B2G2F (601298)

STEPS 1-3 APPLIES TO PARTNERS ACCRUAL ADJUSTMENT PERIOD

Amy, Please ensure you are current!

Step 1: June 24 All Partners Accrual Contracts entered into SIS Master List by close of business. Prior to close of business, check Partners accounts for duplicate contracts.

Step 2: June 25 Allocations Available in BPE
Partners Promotion Worksheets Available (J61)
Regional Summary Reports Available (J62)
Projected VAP Report (J64)

Step 3: Jun 25 - Jul 3 Partners Adjustments made

- Adjust SKUs within chains
- Ensure retail accounts are linked to proper VAP wholesaler

Pull Generic UNASSIGNED VAP Retail Accounts - communicate

STEP 4-6 APPLIES TO TEMPLATE PROCESS

Step 4: July 4-7 Templates automatically generated by system. Two types of templates will be generated:

- Partners VAP Templates
- Partners Generic Templates (non-VAP accounts)

Step 5: July 8 Partners and Generic Templates available for viewing (accrual quantity in VAP and Generic templates are frozen for changes). Partners and Generic templates remain open for additional SKU quantity changes.

- Can add additional SKUs to Generic Templates
- Only accrual SKUs are "frozen"

Step 6: July 8-15 VAP Transfers

- Determine brand styles for VAP transfers

STEP 7 APPLIES TO THE POSTING PROCESS

Step 7: Aug 26 - Oct 25 Posting of placements using templates (posting will also debit the accounts' accrual funds based on accrual SKUs).

September 1996 Partners Pack Promotions Procedures

SEPTEMBER PARTNERS PROMOTION VARIATIONS:

- The September Partners Promotions includes both the DORAL B2G1F (601270) and are WINSTON B2G2F (601298) for Level II and III Partners accounts only. All regions are working the DORAL promotion only except for Regions 2100, 2200, 2600, 2900 and 5800 which are working WINSTON only.

SEPTEMBER PARTNERS PROMOTION KEY POINTS:

- For chain stores that are located in multiple regions, each retail store within the chain will work the promotion that the region has allocations for based upon the SIS Master List territory assignment.
- Only chain account Accrual SKUs can be adjusted. However, the total adjusted accrual SKUs by promotion must remain the same as the promotion total for the chain. Independent account accrual SKUs cannot be adjusted.
- Promotional accrual SKUs are determined by the type of accrual contract type/plan that has been assigned to the account.
- *A - Please Verify.* Check for duplicate contracts assigned to each retail account. **If duplicate contracts are found, the account will not be pulled into the Partners promotion.** (Request the "Contract Error Report" on the Retail Accrual Menu or J65 "Partners Accrual Contract Error RPT" in BPE to determine duplicate contracts.)
- Check to insure that VAP wholesaler assignments are accurate prior to the templates being built.
- **Remember to transfer allocations for both the DORAL and WINSTON promotions if the wholesaler is servicing retail accounts outside your region that may be working a different promotion.**
- Your regional allocations have been increased to minimize case shortages that have occurred due to case rounding at the wholesaler level.
- If you have allocations remaining after the transfers have been made, you may assign the additional SKUs to retail accounts in both the VAP and generic templates. (Additional SKUs are not debited on the Retail Accrual Statements.)

↓
Judy, Wilson Forms